

CONTRACT



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

And:

GMMB
3050 K STREET NW
WASHINGTON, DC 20007

Contract / Revision		Alt Order #
343497 /		WOC10036105
Product		
Candidate Orders		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/23/12 - 10/29/12	2175	
Advertiser	Original Date / Revision	
OBAMA FOR AMERICA	10/23/12 / 10/23/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WRC	Kaitie Conway	Washington DC
<u>Special Handling</u>		
<u>Demographic</u>		
RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	95	101
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
25779	19078	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Spots/ Type		Amount
										Spots	Amount	
D 1	WRC	10/23/12	10/29/12	9-10A TODAY SHOW 2	9A-10A		1:00			NM	0	\$0.00
D 2	WRC	10/23/12	10/29/12	10-11A TODAY SHOW 3	10A-11A		1:00			NM	0	\$0.00
N 3	WRC	10/23/12	10/29/12	11A-12P MIDDAY NEWS	11A-12P		1:00			NM	3	\$3,000.00
CDR												
Start Date		End Date		Weekdays		Spots/Week		Rate				
Week: 10/23/12		10/29/12		M-WTF--		3		\$1,000.00				
N 4	WRC	10/23/12	10/29/12	1-2P DAYS OF OUR LIVES	1P-2P		1:00			NM	1	\$1,600.00
CDR												
Start Date		End Date		Weekdays		Spots/Week		Rate				
Week: 10/23/12		10/29/12		M-WTF--		1		\$1,600.00				
N 5	WRC	10/23/12	10/27/12	News 4 Sat 9-1030a	9-1030a		1:00			NM	1	\$1,800.00
IP												
Start Date		End Date		Weekdays		Spots/Week		Rate				
Week: 10/22/12		10/28/12		M-WTF--		1		\$1,800.00				
N 6	WRC	10/23/12	10/28/12	News 4 Sun 9-10a	9-10A		1:00			NM	1	\$1,800.00
IP												
Start Date		End Date		Weekdays		Spots/Week		Rate				
Week: 10/22/12		10/28/12		-----S-		1		\$1,800.00				
N 7	WRC	10/23/12	10/29/12	Ellen	3P-4P		1:00			NM	3	\$4,800.00
CDR												
Start Date		End Date		Weekdays		Spots/Week		Rate				
Week: 10/23/12		10/29/12		M-WTF--		3		\$1,600.00				
N 8	WRC	10/23/12	10/29/12	6-7A NEWS4 @ 6AM	6A-7A		1:00			NM	3	\$10,800.00
CDR												
Start Date		End Date		Weekdays		Spots/Week		Rate				
Week: 10/23/12		10/29/12		M-WTF--		3		\$3,600.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision 343497 /	Alt Order # WOC10036105	
Contract Dates 10/23/12 - 10/29/12	Product Candidate Orders	Estimate # 2175
Advertiser OBAMA FOR AMERICA		Original Date / Revision 10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 9	WRC	10/23/12	10/29/12	7-9A TODAY SHOW	7A-9A			1:00		NM	3	\$15,240.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/23/12	10/29/12	M-WTF--	3					\$5,080.00			
N 10	WRC	10/23/12	10/29/12	4-5P NEWS4 @ 4PM	4P-5P			1:00		NM	3	\$6,480.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/23/12	10/29/12	M-WTF--	3					\$2,160.00			
N 11	WRC	10/23/12	10/29/12	5-6P NEWS 4 @ 5PM	5P-6P			1:00		NM	3	\$9,720.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/23/12	10/29/12	M-WTF--	3					\$3,240.00			
N 12	WRC	10/23/12	10/29/12	6-7P NEWS4 @ 6PM	6P-7P			1:00		NM	3	\$10,800.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week					Rate			
	Week: 10/23/12	10/29/12	M-WTF--	3					\$3,600.00			
D 13	WRC	10/23/12	10/29/12	730-8P ACCESS HOLLYWOOD 730P-8P				1:00		NM	0	\$0.00
N 14	WRC	10/23/12	10/29/12	The Voice				8-10p		NM	1	\$23,000.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week				Rate				
	Week: 10/23/12	10/29/12	M-----	1					\$23,000.00			
N 15	WRC	10/23/12	10/23/12	The Voice				8-9p		NM	1	\$19,000.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week				Rate				
	Week: 10/22/12	10/28/12	-T-----	1					\$19,000.00			
N 16	WRC	10/23/12	10/24/12	Animal/Guys				8-9p		NM	1	\$8,000.00
	IP											
	Start Date	End Date	Weekdays	Spots/Week				Rate				
	Week: 10/22/12	10/28/12	--W----	1					\$8,000.00			
D 17	WRC	10/23/12	10/26/12	Grimm				9-10p		NM	0	\$0.00
D 18	WRC	10/23/12	10/26/12	Dateline				10P-11P		NM	0	\$0.00
D 19	WRC	10/23/12	10/28/12	Ftbl Night Am Non-Loc				7-815p		NM	0	\$0.00
N 20	WRC	10/23/12	10/28/12	NFL Reg Season Non-Local				8P-1130P		NM	1	\$30,000.00
	IP											
	IP											
	Start Date	End Date	Weekdays	Spots/Week				Rate				
	Week: 10/22/12	10/28/12	-----S	1					\$30,000.00			
N 21	WRC	10/24/12	10/29/12	Steve Harvey				2-3p		NM	4	\$5,040.00
	CDR											
	Start Date	End Date	Weekdays	Spots/Week				Rate				
	Week: 10/22/12	10/28/12	--111--	3					\$1,260.00			
	Week: 10/29/12	11/04/12	1-----	1					\$1,260.00			

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FOR NBCS CONTRACTS:

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 22	WRC	10/24/12	10/29/12	News 4 @ 4:30a	430-5a			1:00		NM	4	\$1,200.00
	IP											
		Start Date	End Date	Weekdays				Spots/Week	Rate			
	Week: 10/22/12	10/28/12	-- 11 - - 1					3	\$300.00			
	Week: 10/29/12	11/04/12	1 - - - - -					1	\$300.00			
N 23	WRC	10/24/12	10/29/12	5-6A NEWS4 @5AM	5A-6A			1:00		NM	3	\$4,860.00
	CDR											
		Start Date	End Date	Weekdays				Spots/Week	Rate			
	Week: 10/22/12	10/28/12	-- 1 - 1 -					2	\$1,620.00			
	Week: 10/29/12	11/04/12	1 - - - - -					1	\$1,620.00			
N 24	WRC	10/24/12	10/24/12	Chicago Fire	10-11p			1:00		NM	1	\$10,000.00
	IP											
		Start Date	End Date	Weekdays				Spots/Week	Rate			
	Week: 10/22/12	10/28/12	-- 1 - - -					1	\$10,000.00			
N 25	WRC	10/25/12	10/25/12	Rock Center	10-11p			1:00		NM	1	\$10,000.00
	CDR											
		Start Date	End Date	Weekdays				Spots/Week	Rate			
	Week: 10/22/12	10/28/12	-- 1 - - -					1	\$10,000.00			
N 26	WRC	10/25/12	10/25/12	30 Rock/UAN	8-9p			1:00		NM	1	\$7,000.00
	IP											
		Start Date	End Date	Weekdays				Spots/Week	Rate			
	Week: 10/22/12	10/28/12	-- 1 - - -					1	\$7,000.00			

Totals

42 \$184,140.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	33	\$140,280.00	\$119,238.00
10/29/12 - 10/29/12	9	\$43,860.00	\$37,281.00
Totals	42	\$184,140.00	\$156,519.00

Signature: _____ Date: _____

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